



## 100 DAYS TO CELEBRATE OUR NATURAL ENVIRONMENT

Our environment is essential. Our green spaces are the heart and lungs of the region.

Perhaps you already know that the natural environment helps safeguard against climate change. And perhaps you know that our woodlands not only reduce carbon emissions but generate regional business.

Whatever you know about the Northwest's natural environment, now is the time to start shouting - and to start celebrating.

Welcome to week eight of Natural Economy Northwest's 100 Days Campaign.

### Day 50

#### Breathe easy

The Northwest's green spaces safeguard communities from climate change. Liverpool's street and park trees absorb as much atmospheric carbon in a year as a car driven three million miles, while the city's woodlands remove 1285 tons of atmospheric CO<sub>2</sub> each year.

Natural Space. Natural Economy.

*Source: Liverpool City Council*

### Day 51

#### Best bar none

The region provides sanctuary for some of Britain's rarest birds. The Sefton Coast supports over a third of Britain's entire Bar-tailed Godwit population and over 40% of the British Natterjack Toad population.

Natural Time. Natural Economy.

*Source: Sefton Coast & Countryside Service, Sefton Metropolitan Borough Council*

### Day 52

#### Sand castle

Mere Sands attracts 25,000 visitors every year, who spend £200,000 within the regional economy. A former sand extraction site, Mere Sands is now populated by lakes, reed beds and mature woodland.

Natural Value. Natural Economy.

*Source: North West Wetlands Network Final Report (2006), Environment Agency, English Nature (now Natural England) and the Northwest Regional Development Agency*



### Day 53

#### Going green creates jobs

Environmental tourism sustains 26% of the region's tourism sector - equal to 37,500 regional jobs and a contribution of £770m to the Northwest.

Natural Space. Natural Economy.

*Source: The Environmental Economy of England's Northwest, Environment Agency, Envirolink Northwest and Northwest Regional Development Agency (2006) and Marketing the Natural Environment of the Northwest, Northwest Regional Development Agency and English Nature (now Natural England) (2006)*

## Day 54

### Wet, wet, wet

The Northwest's wetlands pull in 800,000 visitors every year, who spend £6.4 million. And it doesn't stop there - it's predicted that the visitors will keep on coming. Up to two million tourists (spending over £15 million) could be trekking to our wetlands within a decade.

Natural Time. Natural Economy.

*Source: North West Wetlands Network Final Report (2006), Environment Agency, English Nature (now Natural England) and the Northwest Regional Development Agency*

## Day 55

### Carbon saving woodlands

The net present value of carbon storage in woodlands in the Northwest has been estimated at £601 million.

Natural Value. Natural Economy.

*Source: England's Ecosystem Services, English Nature (now Natural England) (2006) and The Environmental Economy of Northern Ireland - Final Report, GHK / Countryside Consultancy (2007)*

## Day 56

### Trees and timber worth £400m

Timber-related business is booming in the Northwest. The sector employs almost 70,000 people and generates around £435 million every year, while The Mersey Forest's Timber Network is set to expand the sector further.

Natural Space. Natural Economy.

*Source: Prospects for Growth - Building a stronger and more competitive forest industries sector for England's Northwest - Northwest Regional Forestry Framework (2004) and The Mersey Forest*

## Brought to you by

This email is brought to you by Natural Economy Northwest, a partnership programme that maximises the economic benefit from existing and new investment in the region's natural environment. It is led by Natural England, the Northwest Development Agency and the SITA Trust.

Natural Economy Northwest's 100 Days Campaign uncovers 100 fascinating facts about the region's natural environment. Each week we send you an email with seven surprising facts that reveal how much our environment has to offer - to our economy, our quality of life and to regional business. We will send you one email a week until the end of the 100 Days Campaign in October (this is email 8 of 14). If you would prefer NOT to receive emails from us in future, please email [joanna@creativeconcern.com](mailto:joanna@creativeconcern.com)

[www.naturaleconomynorthwest.co.uk](http://www.naturaleconomynorthwest.co.uk)

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